PROJECT WORK STATEMENT

TITLE MARKET STUDY

CLIENT CONCEPT SYSTEMS INC.

CONTRACT: ATTACHED_____ TO FOLLOW_____ LETTER_____ VERBAL_____

PROJECT LEADER John McGann PROJECT CODE YCON

DATE STARTED 12/6/83 PLANNED COMPLETION DATE 2/8/84

LEVEL OF EFFORT(Professional Man Days) 22.5

TOTAL CONTRACT VALUE: $ or ₤ $29,500.00

REVENUE DISTRIBUTION (% or $) INPUT US 100% INPUT LTD_____

REIMBURSABLE EXPENSES: NO_____

YES X

EXP. BUDGET_____ TO COVER:
TRAV: X
TELE: X
RPT. PREP.:_____
OTHER:_____

BILLING SCHEDULE DESCRIPTION 50% being sent
50% at presentation

PROJECT DESCRIPTION Market study of integrated systems for retailing.

INDICATE TYPE OF WORK: REPORT X PRESENTATION X
THANK YOU PACKAGE: YES X NO_____

ACCOUNTING USE ONLY: ENTERED ON CURRENT PROJECT LIST X

DISTRIBUTION

CONTRACT FILE
LIBRARY FILE
NEW JERSEY
INPUT LTD.

J. McGann
Originator

JAN M.
JANET
PATRICIA (Y&Z only)
SHEILA (Y&Z only)
BINDER COPY

2/2/84
Date Typed

INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR

ORIGINATOR (SIGNATURE) John a McGann PREPARED BY: J McGann DATE: 12/8/83

ACTIVITY

☑ NEW ORDER
☐ CONTINUATION
☐ CHANGE
☐ CANCEL
☐ SPECIAL:

☐ FULFILLMENT ONLY
☐ SINGLE INVOICING
☐ MULTI-INVOICING:
NO. INVOICES
☐ PENDING: check being sent

COMMISSION TO:		SOLD BY:		APPROVED
PAC	95 %	PAC	95 %	
JMcG	5 %	JMcG	5 %	INITIAL
	%		%	12/8/83
	%		%	DATE

PRODUCT

☐ SUBSCRIPTION
☑ CUSTOM
☐ MULTICLIENT
☐ REPORTS
☐ COPIES
☐ CONSULT./PRESENT.
☐ TAPES/MATERIALS
☐ REIMBURSED COSTS

US/UK	PROJ. I.D./YEAR	TITLE OR DESCRIPTION	AMOUNT
US	YCGN	Market Analyses	$29000

CLIENT AUTH.

P.O. #

INPUT CONTRACT ☑ LETTER ☐ VERBAL ☐

ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.

INVOICE

SHIP TO:*

NAME Jos. Apprendi
TITLE Chairman
COMPANY Concept Systems Inc
ADDRESS One Franklin Plaza
Phila, Pa 19102
suite 650
PHONE (215) 563 1425

INVOICE TO: (IF DIFFERENT)

NAME
TITLE
COMPANY
ADDRESS
PHONE ( )

* ☐ Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy.

* ☐ Check here for address change to mail list.

INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)
50% check on way

SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC.

O.I.F. ONLY

INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #:	INV. #:	MULTI-INVOICING
						____ OF ____

ORIGINATOR/SHIPPING

FULFILLMENT

ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE

FULFILLMENT TO BE COMPLETED IN: ☐ PALO ALTO ☐ LONDON ☐ OTHER

• WHITE - CONTRACT • GREEN - FULFILLMENT • YELLOW - INVOICE • PINK - ORIGINATOR

R 1/81

PROPOSAL

TO

CONCEPT SYSTEMS, INC.

FOR

MARKET ANALYSIS OF INTEGRATED SYSTEM OPPORTUNITIES IN THE RETAIL INDUSTRY

FROM

INPUT

November 10, 1983

is [illegible]! need clarity [illegible] be for Appl. [illegible]

  - Current market for Concept Systems' home office product which is addressed to multi-store operations in the $10 million to $100 million range. In this area we will also examine the market in larger organizations and in the outlet market for chains which have stores in the $1 million per year range.

- The project will be carried out by means of user and vendor research:

  - User research will include some discussion with existing clients to determine the factors that influenced their selection, discussion with lost prospects to determine their reasons for rejection, particularly if they selected an alternative system, and with prospects for the retail systems. This last group will be the major research segment.

  - Vendor research will include feedback from users of competing products as well as direct interviews with competitors themselves where appropriate.

- The project will be carried out in the following steps.

  - Intital meeting. This will be at least a one day meeting held at Concept Systems offices to thoroughly review the retail systems, including proposed enhancements and additions. In this meeting, marketing literature will be reviewed as will market information. Specifically a list of existing clients will be provided and subsequently this list will be analyzed by type, size and location of organization. Discussions will be held with key personnel in the organization.

  - In the initial meeting, potential companies to be interviewed will be identified together with this target respondent. It will be helpful to have lists of target companies identified wherever possible.

- After the meeting, specific questions that were identified by Concept Systems staff plus INPUT's questions will be put together in the form of a questionnaire. This questionnaire will be reviewed with you and will be tested.

- Interview process. A telephone interview process will be held with a segmented sample of companies. Approximately half way through the interview process the results will be reviewed and, if necessary, questions changed to eliminate redundancy, resolved conflicts, and amplify areas of importance. The specific interview program will be as follows:

Size/Type of Organization	Number of Interviews
$2 - $10 Million Apparel Specialty Retailers	~~25~~ 15
Discount/Department Store Chains	
a) $20-$50 million	~~15~~ 10
b) $50 - $300 million	~~15~~ 10
Multi-Store Operations, $10-$100 million	
Large chain specialty stores +	10
Junior Dept Store	10
a) CSI clients	~~6-10~~ 5
b) Competitors' Clients	10
c) Outlets	~~6~~10
D. Off price	10

- Vendors of competing products and services to the target retail segments will be examined. This will be done through telephone interviews and the collection of their marketing material. Specific vendors to be included will be:

    - IBM/PARIS
    - IBM/Island Pacific
    - Denison Retail System
    - STS
    - NCR
    - RSI

- INPUT will examine industry and government statistics, including its own data, to prepare demographic data on the target segments. These data will be used for estimating penetration of retail systems and of Concept Systems potential and realizable markets.

- After the research has been completed the results of the interview processes will be tabulated and analyzed. Data will be combined with the demographic information and forecasts developed.

- INPUT will then prepare a report on the marketplace which will include the following sections:

    1. Introduction
    2. Executive Summary
    3. User Requirements by Type of Market

4. Market Projections and Concept Systems' Penetration by Type of Market

5. Marketing Requirements

6. Technical Requirements

7. Competition

- The report delivered to Concept Systems, Inc. will be 60-100 pages in length.

- After delivery of the report, INPUT will make a presentation at Concept Systems, Inc. of the results and its recommendations. This will particularly include amplifications of issues such as pricing and support.

- The data provided will form the basis of a business plan. By applying resources, particularly sales and support personnel, levels of market penetration and consequent revenue levels can be derived.

FEE AND SCHEDULE

- The fee for the project as specified above will be $29,000, plus expenses for out-of-pocket costs. One half the fee ($14,500) is due and payable upon project approval. The remainder of the fee ($14,500) together with expenses is due and payable upon project completion.

- The report will be delivered approximately 10 weeks after authorization with the presentation delivered at any time thereafter.

AUTHORIZED BY:
CONCEPT SYSTEMS, INC.

NAME

CEO
TITLE

12/7/83
DATE

ACCEPTED BY:
INPUT

Edward I. Metz
NAME

SR. VICE PRESIDENT
TITLE

12/12/83
DATE

1984 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: YCON

DATE: 2/27/84

PROJECT LEADER: J McG

CORPORATE/WEEK ENDING						JANUARY				FEBRUARY				MARCH				
ACTIVITY / PROJECT	NAME	MAN DAYS	EFFICIENCY	ESMD	CORP. WEEK END	1 1/6	2 1/13	3 1/20	4 1/27	5 2/3	6 2/10	7 2/17	8(4) 2/24	9 3/2	10 3/9	11 3/16	12 3/23	13 3/30
PROJECT AUTHORIZATION/ SPECIFICATION	JM	1	1	1	12/7													
Research	JM	3	1	3	1/20													
Q DESIGN	JM	1.5	1	1.5	12/23													
Q APPROVAL/ REVIEW MEETING	JM	1	1	1	1/13													
INTERVIEWS ON SITE ( ) NO.																		
INTERVIEWS PHONE ( ) NO. 90		18	0.5	9	3/2													
DATATAB AND ANALYSIS		2	0.5	1	3/9													
WRITING		3.5	1	3.5	3/9													
ABSTRACT		0.5	1	0.5	3/16													
QC		1	1	1	3/16													
REPORT PROD. AND SHIPPING																		
PRESENTATION				1	3/16													
"THANK YOU" MAILED																		
PLAN				22.5														
ACTUAL																		
CUM P/A																		

R12/83

INPUT

TITLE Market Analysis of Integrated Systems for the Retail Industry

CLIENT Concept Systems Inc.

CONTRACT: ATTACHED ✓ TO FOLLOW ___ LETTER ___ VERBAL ___

PROJECT LEADER J McGann CODE YCON

DATE STARTED 12/- PLANNED COMPLETION DATE 3/15

LEVEL OF EFFORT (Professional Man Days) 23

TOTAL CONTRACT VALUE: $ 29000

REVENUE DISTRIBUTION (% or $) INPUT US 100 INPUT LTD ___

REIMBURSABLE EXPENSES: NO ___

YES ✓

EXP. BUDGET $2000 TO COVER:

TRAV: ✓

TEL: ✓

RPT. PREP.: ___

OTHER: ___

BILLING SCHEDULE DESCRIPTION 50% on signing

PROJECT DESCRIPTION An analysis of the market for integrated systems in selected segments of the retail industry.

INDICATE TYPE OF CUSTOM WORK: REPORT ✓ PRESENTATION ✓

THANK YOU PACKAGE: YES ✓ NO ___

4CCN

PROPOSAL

TO

CONCEPT SYSTEMS, INC.

FOR

MARKET ANALYSIS OF INTEGRATED SYSTEM OPPORTUNITIES IN THE RETAIL INDUSTRY

FROM

INPUT

November 10, 1983

[illegible]! need clarity [illegible] should be [illegible] All Stores

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Large chain specialty 50 stores + Junior Dept Store 10	10
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AUTHORIZED BY:
CONCEPT SYSTEMS, INC.

NAME

CEO
TITLE

12/7/83
DATE

ACCEPTED BY:
INPUT

Edward I. Metz
NAME

SR. VICE PRESIDENT
TITLE

12/12/83
DATE

STAY AHEAD OF THE COMPETITION ON A ZEBRA WITH CSI's NEW SYSTEM FOR SMALL TO MEDIUM SIZED RETAILERS

ZEBRA™ IS FASTER AND MORE POWERFUL THAN ANY COMPUTER SYSTEM IN ITS CLASS

Today's business world is a jungle. Survival means staying one step ahead of the competition. Success depends on your ability to react quickly to any situation.

And Zebra from GA has the power and speed to run away from everything in its class. It gives you instant access to vital information. In minutes, you can make decisions that used to take days or weeks.

Its powerful MC68000® microprocessor can process large volumes of data in seconds. It can help you solve the hundreds of day to day problems that plague every business. The result? Your business runs faster and more efficiently on a Zebra.

ANYONE CAN HANDLE A ZEBRA.

Every Zebra is friendly. In fact, it speaks English. Zebras utilize the user-friendly PICK™ Operating System. And with ACCESS,™ the system's information management and retrieval language, there are no codes or complicated symbols to learn. Everyone from a secretary doing word processing to top management forecasting revenues and controlling expenses, can handle a Zebra almost immediately. And you'll be glad to know that every Zebra includes software packages for word processing, business graphics and electronic spreadsheet.

ZEBRA GROWS WITH YOU.

With Zebra, modular growth runs in the family. Harness the power of a single user desktop system. Or networked and clustered configurations capable of serving hundreds of users. So as your business grows Zebra can grow apace. Without expensive and time-consuming re-programming.

ZEBRA IS OFF AND RUNNING.

You'll be amazed at how easy it is to run your business on a Zebra. It's so simple to use, employees can learn to operate the system in just hours instead of weeks. Detailed instruction manuals take you through every operation, step by step. And should you need assistance, your GA dealer representative is only a phone call away.

HOW WE CARE FOR YOUR ZEBRA.

In the United States, service for Zebra is available through Sorbus,™ the number one rated service organization in the country. They've got the technical expertise to keep your Zebra running day in and day out. And overseas, GA provides service and maintenance in over 40 countries.

WE'VE EARNED OUR STRIPES.

Zebra is part of a tradition of reliable, dependable service. GA has been a leader in the computer industry for more than 15 years with over 30,000 GA computer systems installed worldwide. And Zebra provides this same breed of dependability that your business needs to run without a hitch.

ZEBRA BY GA

Zebra is a trademark of General Automation, Inc. MC68000 is a registered trademark of Motorola, Inc. PICK is a trademark of PICK SYSTEMS. ACCESS is a trademark of PICK SYSTEMS. SORBUS™ is a registered trademark of Management Assistance Inc.

©Copyright, Concept Systems Incorporated, 1984

THE NEW SMALL SYSTEM REFLECTS THE BEST AND BRIGHTEST FEATURES OF CSI's MAJOR MERCHANDISING SYSTEMS

Concept Systems has ten years of development and installation experience translating advanced retailing "concepts" into working "systems" for major specialty chains. Every aspect of merchandising and financial control has been addressed.

The new release is a system targeted at the small to medium sized retailer who requires both automated capability and growth capacity. It includes the merchandising cycle core found in CSI's large systems and allows you to take advantage of extraordinary development work at a fraction of its cost.

TOTAL MERCHANDISING CYCLE CONTROL

The System is made up of the following on-line, interactive functionalities:

☐ Open-to-Buy in units and dollars
☐ Purchase Order Management and Status Reporting
☐ Purchase Order Receiving, Marking, and Distribution
☐ Sales Entry and Sales Reporting
☐ Merchandise Control and Analysis Reporting
☐ Merchandise Aging and Physical Inventory Recapitulation

All CRT screens and report formats reflect meaningful data presentation for your decision making. Exception reporting isolates action items according to your requirements.

THE SYSTEM GROWS WITH YOU

Additional applications are available to match your level of control — Accounts Payable, Accounts Receivable with credit authorization, General Ledger, P.O.S. Polling, On-Line Planning, On-Line Marking, and Automatic Stock Replenishment. These optional modules interact automatically with the system upon installation.

SYSTEM INSTALLATION IS A SNAP

CSI manages the entire project for you — the Zebra installation, the system installation, the training, the documentation, and continuing support under a maintenance agreement which includes any future system enhancements. CSI maintains a phone link to your system for fast turnaround.

CSI IS READY WHEN YOU ARE

With over 1,500 locations under CSI system control, you can expect the excellence and depend upon the quality built into this product. **CSI — a decade of progress, a commitment to the future.**

CSI
CONCEPT SYSTEMS INCORPORATED
One Franklin Plaza • Suite 650
Philadelphia, PA 19102 • 215/563-1425

Concept Systems Incorporated
One Franklin Plaza, Suite 650
Philadelphia, PA 19102

INPUT

ORDER/INVOICE/FULFILLMENT

ORIGINATOR (SIGNATURE) John G McGann PREPARED BY: J. McGann DATE: 4/18/84

ACTIVITY

☐ NEW ORDER
☑ CONTINUATION
☐ CHANGE
☐ CANCEL
☐ SPECIAL:

☐ FULFILLMENT ONLY
☐ SINGLE INVOICING
☑ MULTI-INVOICING:
NO. INVOICES
☐ PENDING:

COMMISSION TO:		SOLD BY:		APPROVED
JMG	100 %	JMG	100 %	Ell
	%		%	INITIAL
	%		%	4/18/84
	%		%	DATE

PRODUCT

☐ SUBSCRIPTION
☑ CUSTOM
☐ MULTICLIENT
☐ REPORTS
☐ COPIES
☐ CONSULT./PRESENT.
☐ TAPES/MATERIALS
☐ REIMBURSED COSTS

US/UK	PROJ. I.D./YEAR	TITLE OR DESCRIPTION	AMOUNT
US	YCON	Market Analysis	$29500

CLIENT AUTH.

P.O. # INPUT CONTRACT ☑ LETTER ☐ VERBAL ☐

ATTACH ALL AUTHORIZING DOCUMENTS TO WHITE (CONTRACT) COPY.

INVOICE

SHIP TO:*
NAME Joseph Apprendi
TITLE CEO
COMPANY Concept Systems Inc
ADDRESS One Franklin Plaza
Phila, Pa 19102
Suite 650
PHONE (215) 563 1425

INVOICE TO: (IF DIFFERENT)
NAME
TITLE
COMPANY
ADDRESS
PHONE ( )

* ☐ Check here if more than one shipping address and attach names and addresses to green (fulfillment) copy.

* ☐ Check here for address change to mail list.

INVOICE TO READ: (FOR OTHER THAN STANDARD WORDING)
50% on completion + out of pocket
(FINAL BILLING

SPECIAL INSTRUCTIONS FOR HANDLING, BILLING, STAGGERED OR DELAYED PAYMENTS, ETC.

ORIGINATOR

O.I.F. ONLY

INV. COMP.	BY:	DATE:	CLIENT #:	ORDER #:	INV. #:	MULTI-INVOICING ___ OF ___

ORIGINATOR/SHIPPING — FULFILLMENT

ITEM DESCRIPTION OR TITLE	NO.	BY	DATE	ITEM DESCRIPTION OR TITLE	NO.	BY	DATE

FULFILLMENT TO BE COMPLETED IN: ☐ PALO ALTO ☐ LONDON ☐ OTHER

- WHITE - CONTRACT
- GREEN - FULFILLMENT
- YELLOW - INVOICE
- PINK - ORIGINATOR

R 1/81

INPUT CONTACT REPORT

STATE: NJ DATE WRITTEN: 1/6

COMPANY: Concept Syst
NAME: J. Apprendi
TITLE: Pres
ADDRESS: 1 Franklin Center
phila, pa.
PHONE ( ) –

INPUT STAFF:
(INIT.) JMcG
(INIT.)
☐ PHONE
☑ VISIT
CONTACT DATE: 1/4

REASON:
☐ SALES
☐ INTERVIEW
☐ PRESENTATION
☐ HOTLINE
☐ SUPPORT
☑ OTH: Project

RELATING TO:
☐ ISIP ☐ FSP
☐ CAMP ☐ OTM
☐ ISP ☐ IMP
☐ CAEM
☑ CUSTOM
☐ OTHER
ID

☐ MAIL LIST (Check all that apply) ☐ Client ☐ Prospect ☐ Press ☐ Key Contact ☐ Decision Maker ☐ Product User

DISCUSSION: Joe thought my draft questionnaires were good and suggested modifications. When he told this to Ian Auld and Joe Ingersoll as they joined the meeting Ingersoll (Sales Mgr) questioned what the survey was really going to do. He questioned the sample sizes and multiple purposes of the ~~quest~~ interviews. Apprendi and Auld said that these items had been agreed to in the original meetings with Peter and they felt that useful data would be developed. I've made an effort to get close to Ingersoll. He liked the idea of having me join them at the NRMA show.

R[illegible]D
JAN 9 1984

BUSINESS DEVELOPMENT POTENTIAL:

☐ EXTRA PAGE(S) ATTACHED

ACTION DIST	TIME REQUIRED	DESCRIBE ACTION OR FOLLOW-UP	BY WHEN	DONE	INFO DIST

WHITE • DIST GREEN • EXEC.; PROG. MGR'S.; P.A. LIBRARY YELLOW • CONTACT PINK • TERR. SALES MGR. GOLDENROD • ORIGINATOR

R 1/81

TITLE Market Analysis of Integrated Systems for the Retail Industry

CLIENT Concept Systems Inc.

CONTRACT: ATTACHED ✓ TO FOLLOW ____ LETTER ____ VERBAL ____

PROJECT LEADER J McGann CODE YCON

DATE STARTED 12/- PLANNED COMPLETION DATE 3/15

LEVEL OF EFFORT (Professional Man Days) 23

TOTAL CONTRACT VALUE: $ 29 000

REVENUE DISTRIBUTION (% or $) INPUT US 100 INPUT LTD ____

REIMBURSABLE EXPENSES: NO ____

YES ✓

EXP. BUDGET $2000 TO COVER:

TRAV: ✓
TEL: ✓
RPT. PREP.: ____
OTHER: ____

BILLING SCHEDULE DESCRIPTION 50% on signing

PROJECT DESCRIPTION An analysis of the market for integrated systems in selected segments of the retail industry.

INDICATE TYPE OF CUSTOM WORK: REPORT ✓ PRESENTATION ✓

THANK YOU PACKAGE: YES ✓ NO ____

1984 QUARTERLY SCHEDULING PLAN (Q1)

PROJECT: YCON

DATE: 2/27/84

PROJECT LEADER: J McG

CORPORATE/WEEK ENDING						JANUARY				FEBRUARY				MARCH				
ACTIVITY / PROJECT	NAME	MAN DAYS	EFFICIENCY	ESMD	CORP. WEEK END	1 1/6	2 1/13	3 1/20	4 1/27	5 2/3	6 2/10	7 2/17	8(4) 2/24	9 3/2	10 3/9	11 3/16	12 3/23	13 3/30
PROJECT AUTHORIZATION/ SPECIFICATION	JM	1	1	1	12/7													
Research	JM	3	1	3	1/20													
Q DESIGN	JM	1.5	1	1.5	12/23													
Q APPROVAL/ REVIEW MEETING	JM	1	1	1	1/13													
INTERVIEWS ON SITE ( ) NO.																		
INTERVIEWS PHONE ( ) NO. 90		18	0.5	9	3/2													
DATATAB AND ANALYSIS		2	0.5	1	3/9													
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ABSTRACT		0.5	1	0.5	3/16													
QC		1	1	1	3/16													
REPORT PROD. AND SHIPPING																		
PRESENTATION				1	3/16													
"THANK YOU" MAILED																		
PLAN				22.5														
ACTUAL																		
CUM P/A																		

R12/83

INPUT

ACORN QUESTIONNAIRE

1. Ask the questions on the CSI questionnaire.

2. Has your level of automation (use of computers) delayed your expansion.
Yes ______ No ______ Don't Know ______

3. Do you use a computer or service bureau or plan to use one?
Yes, use them ______ Go to question 4
Yes, plan to use one ______ Go to question 7
No or don't have plans ______ Go to question 8

4. What do you use? (More than one may apply)
Microcomputer ______ Which one ______
Minicomputer ______ Which one ______
Mainframe ______ Which one ______
(Larger Computer)
Service Bureau ______ Which one ______

5. What jobs do you have automated? (If more than one answer is checked for question 4, ask what each job is running on)

Jobs	Computer or Service Bureau

6. Do you plan to increase your computing or service bureau work?

Yes ______ Go to question 7

No ______ Go to question 8

7. How soon do you plan to take this step?

1st half of 84 _______

2nd half of 84 _______

85 _______

later _______

Don't Know _______

8. Do you think that you need or could use aid in planning to automate your business functions?

Yes _______

No _______

Don't Know _______

9a. Would a seminar that provided a useful analysis of merchandising systems be interesting to your firm if it were provided at a modest cost?

Yes _______ (Go to 10)

No _______

Don't Know _______

9b. Would a seminar that provided a useful analysis of merchandising systems be interesting if it were provided at no cost?

Yes _______

No _______

Don't Know _______

10a. Would you be interested in learning more about an automated retail merchandising system on an economic computer that includes:

Open to buy.

Purchase order management.

Purchase order receiving, marking and distribution.

Sales entry and reporting.

Merchandise control.

Merchandise aging.

YES _____ (Go to question 10b.)

NO _____ (Go to question 12.)

10b. How important is it to have these applications available on the same computer? (Check the colum that applies)

APPLICATION	NOT IMPORT.	WANT THIS IN FUTURE	MUST BE AVAILABLE FOR US TO USE SYSTEM
Accounts Payable			
Accounts Receivable			
General Ledger			
POS Polling			
On-line Planning			
On-line Marking			
Automatic Stock Replenish			
Other (Please state)			
________________			
________________			
________________			

11a. If this system could be demonstrated to meet your needs at a cost that was less than an approach based on taking one step at a time, how receptive would you be to ordering the system?

Very likely ______

Likely ______

Possibly ______

Not sure ______

Can not tell ______

11b. What conditions would make you more likely to acquire the system? Please state.

11c. If these steps were made, how likely would you be to order the system?

Very likely ______

Likely ______

Possibly ______

12. What would make you decide not to obtain such a system? Please check one.

o Not sure of what we need right now ______

o We want to limit our commitments to a step with a service bureau or small computer ______

o We want to develop our own system ______

o Other (please describe) ______

13. Would you be involved in making such a decision?
Yes ______
Somewhat ______
No ______

14a. Would you rather lease, rent or purchase such a system? _________

14. What price range would you estimate that the computing system and application software would be available for? _________ (Purchase price or monthly cost) If no answer is given, ask what price range seems most appropriate.

50 - 75,000 _____
150 - 200,000 _____
200 - 250,000 _____
etc. (no answer may still be given)

26. Who are the vendors that you think of for retail store automation and what are they known for? (E.g., price, knowledge of retailing, reputation,

Vendors	What they are known for

The questions that follow refer to vendors of service bureau time, computing systems or application programs.

27a. How do you come into contact with service bureau or computing vendors? Please check all that apply?

- o Respond to ads _______
- o Responds to mailings _______
- o They contact us by phone or mail _______
- o We hear about vendors from other stores _______
- o We contact them _______
- o Other or not relevant (Describe) _______

27b. How do you prefer to learn about vendors? Please state.

28. If the vendors that you wanted to deal with were busy or had a backlog of business, would you wait until you could obtain service?

Yes _______
How Long? _______
No, would use another vendor _______
Don't Know _______

29a. For maintanance of computing systgems, which of the following do you think is preferable:

- o A guaranteed response to problems within a certain period of time _______
- o A local maintenance service _______
- o Do not know _______

29b. If rapid support and maintenance for application software could be provided by transmitting programs and data betwen a computer at your site and a computer elsewhere, would this be satisfactory to your store?

Yes _______ Go to question 31
No _______ Go to question 30
Not sure _______ Go to question 30

30. Please describe what more that you think might be needed?

31. Thank You.

QUESTIONNAIRE FOR ALL CLASSES BUT ACORN

1. Ask the questions on the CSI Questionnaire.

2. Has your level of automation delayed your expansion?

Yes ______
No ______

Don't Know ______

3. Do you use computers or service bureaus or plan to use them?

Yes, use them ______ Go to question 4
Yes, plan to use them ______ Go to question 7
No or have no plans ______ Go to question 10

4. What do you use? (More than one may apply)

Microcomputer ______ Which ones ______
Minicomputer ______ Which ones ______
Mainframe ______ Which ones ______
(Larger Computer)
Service Bureau ______ Which ones ______

5a. Have you installed an automated retail merchandising system?

Yes ______ Go to question 20
No ______

5b. What jobs do you have automated? (Check those that apply)

JOB	ONE SERVICE BUREAU	ON COMPUTER
Accounts Payable		
Accounts Receivable		
General Ledger		
Open to buy		

Purchase order mgmt
Point of sales
Payroll
Other
(Please describe)

6. Which jobs are most important to you?

7. What steps do you plan to take next in automation? Check all that apply.

- Automate or upgrade certain jobs. ______
  Which ones?

- Install an automated retail merchandising system. ______ If this is checked, ask
  Have you selected a vendor? ______
  What is the vendor names? ______

- We have no plans ______ Go to question 10

8. When do you plan this step?
   1st half of 84 ______
   2nd half of 84 ______
   1985 ______
   Later ______
   Don't Know ______

9. How will you proceed with your plans for automation? (Please check all of the following that apply)

- Use our EDP staff to develop applications ______
- Look for software application packages that will do the job ______
- Use service bureau systems ______
- Not sure or do not know ______

10a. Do you think that you need or could use aid in automating your business functions?

Yes ______
No ______
Don't Know ______

10b. Would a seminar that provided a useful analysis of merchandising systems be interesting to your firm if it were provided at a modest cost?

Yes ______ Go to question 11
No ______ Go to question 10C
Don't Know ______

10c. Would a seminar that provided a useful analysis of merchandising systems be interesting to your firm if it were provided at no cost?

Yes ______
No ______
Don't Know ______

11a. Would you be interested in learning more about an on-line retail merchandising system that handled the following in any combination on your present computer or on a computer that could be connected to your main computer:

- Planning and Open-to-Buy
- Purchase Order Management
- Point of Receipt (including marking and distribution)
- Merchandise Control
- Point-of-Sale (including price look up if required)

Yes ______ Go to question 11c

No ______ Go to question 11b

Don't Know ______

11b. Would you be interested if financial functions were also available with this system?

Yes ______ Go to 11c
Don't Know ______ Go to question 19
No ______ Go to question 19

11c. Which financial functions should be available with the system? (Enter the figure 1 if it is a must and 2 if it would just be useful)

On-line credit authorization ______
Accounts Payable ______
Accounts Receivable ______
General Ledger ______
Payroll ______
Other ______
Please list

12a. Which of the following conditions would be necessary to have you consider the system further? (Check all that apply)

- It would have to be well documented ______
- A course on the system would have to be provided ______
- The course would have to be given locally ______
- The system would have to be installed elsewhere ______
- The system would have to be available for us to test ______
- The system could communicate with an IBM computer ______
- Other conditions please state.

12b. How important would it be to have the system run on an IBM computer even though it could communicate with an IBM computer? Please check one of the following:

It is a must ______ What IBM models? ______
It would be preferable ______
It is not necessary ______

12c. Do you anticipate that any package would have to be changed to meet the particular needs of your company? Please check one of the following:

Yes ______
Not necessarily ______
Possibly ______
No ______

13a. If these conditions were met, how likely would you be to order the system?

Very likely ______
Likely ______
Possibly ______
Can not tell ______

13b. Would you be involved in making a decision?

Yes ______
Somewhat, indirectly ______
No ______

13c. How would your company prefer to pay for such a system?

Lease ______
Rent ______
Purchase ______

13d. What cost range would you estimate such a system (computer and software) would cost? ______ (let them give a purchase or monthly amount)

If no answer is given, ask the person if they expect the cost to be between:

~~75 and 100,000~~ ______
Under ~~100 and~~ 150,000 ______

150 and 200,000 ______
200 and 250,000 ______
250 and ~~300,000~~ more ______

14. Would you consider making a total switch from your present automation to a full automated retail merchandising system?
Yes ______
No ______
Need more time to consider or not sure. ______

15. (Only ask for discount chains)
This system could be used in a home office and also at individual stores where it could handle any or all of the following: 1. price look-up and/or credit authorization, 2. communication with the home office, 3. in store receiving including marking, tagging, and price change programs, (markup, markdown, etc.)

Where might your company use such a system? Please check one of the following.

- In all or some of the stores of the company. ______
- At a central point or home office. ______
- At the home office and in the stores. ______

16a. Does your company utilize on-line POS devices?
Yes ______
No ______ Go to 18

b. Do you buy POS units from a single source? ______
Yes ______ Who __________
No ______

16c. What is your volume of POS transactions per day ______ 17.If you installed such a system

- How many people would you expect to assign to its operation? ______
- How soon would you want to take over operation of the system? ______ Go to question 26

18. What would make you decide not to obtain such a system? Please check one.

- Not sure of what we need right now. ______

- We want to limit our commitments to a step with a service bureau or small computer. ______
- We want to develop our own system. ______
- Other (please describe).

Go to question 26.

20. Please grade the following services of the vendor who supplied your system, on a 1 to 5 scale where 5 stands for very good and 1 stands for very poor.

Rating 1-5

- Completeness of system (all functions are handled) If the answer is 1-3, ask the person to describe the incompleteness.

- Documentation ______
- Training ______
- Application software maintenance ______
- Computer hardware maintenance ______

21. Should any services be upgraded?

Yes ______

Please describe.

No ______

Don't know _______

22. Would you consider moving to a new system if it offered improvements?

Yes ______

What improvements?

No _____

Don't Know ______

23a. How many people have you devoted to this system? _____

23b. Have you found that satisfactory? _____

24a. How soon after installation did you take over operation of the system? _____

24b. Could you or should you have taken over operation earlier?

Yes _____

No _____

Don't Know _____

25. Which vendor supplied this system to you? __________________

26. etc. See ACORN Questionnaire.

[illegible] sigl store [illegible] on that trend
[illegible] interesting) (got [illegible]

II. KEY STATISTICS:

Number of stores currently in company ______________

Anticipated number of stores two years in future ______________

Anticipated number of stores five years in future ______________

Number of square feet per average store ______________

not Stores are geographically located in how many states ______________

not The furthest store is approximately how many miles from headquarters ______________

not The company employs: ☐ Centralized receiving and distribution

☐ Receive direct (drop ship)

If both, ________% of orders are received at the warehouse or distribution center

________% of orders are drop shipped to the stores

Describe the location, size and responsibility of each centralized receiving and distribution facility.

Location	Size	Responsibility
	Square Feet	
	Square Feet	
	Square Feet	

Comment____

Total retail dollar sales volume last year ______________

Total unit sales volume last year ______________

Average number of departments per store ______________

Average number of classifications per store ______________

Comment____

III. PURCHASE ORDER MANAGEMENT, RECEIVING, DISTRIBUTION AND MERCHANDISE CONTROL

Purchase Orders are initiated by: ☐ Headquarters buyers __________%
☐ Store management __________%

Headquarters purchase orders are:

(1) pre-distributed by store and shipped to central distribution center Yes ______% No ______
(2) pre-distributed by store and shipped direct to stores Yes ______% No ______
(3) post-distributed after receipt at distribution center Yes ______% No ______

Is there currently a short SKU numbering system? ☐ Yes ☐ No
Please provide sample ticket and explanation of data on ticket ____________________________

____

What % of merchandise is considered basic and reoderable? ________%
Are basics reordered from a central or pooled stock? ☐ Yes ☐ No
How many basic items? ____________
Will inventory control be by style ☐ by color ☐ by size ☐
Average number of individual active styles per merchandise selling season __________
Average number of colors per style (usually 3-7) __________
Average number of sizes per color-style (usually 3-8) __________
Each style is distributed to an average of how many stores __________
Average number of open purchase orders per style (usually 1-3) __________
Average number of styles received per day (peak) __________
Average number of key RECS provided per day (peak), if used __________
Each purchase order is received in an average of how many segments __________
Total estimated open purchase orders at any time __________
Number of units marked per day (peak) __________
Number of styles distributed per day (peak) __________
Number of cartons distributed per day (peak) __________
Distribution center turnaround time in hours Current __________ Planned ____________
Total number of vendors active in a given year ____________
Total number of factors active in a given year ____________

Total number of style price changes per month (peak) ________

Total number of style transfers per month (peak) ________

Total number of style returns to vendor per month (peak) ________

Number of seasons in a given year (usually 2-4) ________

Number of history periods to be tracked (usually 12-15) ________

Marking equipment:	Quantity	Manufacturer	Model
	________	____________	________
	________	____________	________

Tag and label printing is: at the distribution center ☐ percentage ________%
at the stores ☐ percentage ________%

Media utilized on tags and labels:

Man readable ☐ ________% Bar code ☐ ________%
Magnetics ☐ ________% Print Punch ☐ ________%
OCR ☐ ________% Other ☐ ________%

Media company plans to use in future ________________________

Currently receiving on: Key rec ________
Purchase order ________
Receiver document ________
Vendor invoice ________
Vendor packing list ________
Other ________

Number of tags/labels utilized in a given year ________

Any vendor pre-mark arrangement Yes ☐ No ☐ percentage of total units ________%

Comments: ____

IV. POINT OF SALE DATA CAPTURE

Point of sale data capture and processing required? Yes ☐ No ☐
~~Credit authorization required?~~ Yes ☐ No ☐
Price look-up required? Yes ☐ No ☐

Current electronic cash registers employed:

Quantity ________ Manufacturer ____________________ Model ________

________ ____________________ ________

________ ____________________ ________

Current method of sales data retrieved and transmission to headquarters ____________________

____

____

____

Number of POS customer transactions per day all stores combined (peak) ________

Average number of styles per transaction ________

Number of class level transactions per day (peak) ________

Number of point of sale terminals (registers) per average store ________

Automated scanning devices on terminals Yes ☐ No ☐

If yes, manufacturer ____________________ Device ____________________

If new equipment on order or under consideration:

What manufacturer ________________ Model ____________ Quantity ________

________________ ____________ ________

Comments ____

V. FINANCIALS

[illegible]

A. OPEN TO BUY maintained:

by department	Yes ☐	Units ☐	$ ☐
by class	Yes ☐	Units ☐	$ ☐
by department and store	Yes ☐	Units ☐	$ ☐
by class and store	Yes ☐	Units ☐	$ ☐

B. ACCOUNTS PAYABLE

only if important

Is automated accounts payable required? Yes ☐ No ☐

Number of merchandise payable invoices per month ________

Number of expense payable invoices per month ________

Average number of checks per month ________

Comments ____

only if integrated

C. ACCOUNTS RECEIVABLE

Is accounts receivable required? Yes ☐ No ☐

Number of total customers ____________

Number of active customers ____________

Current number of billing cycles per month ____________

What percent of sales transactions are internal charge? ____________

Is payment processing to be: in house ☐ external ☐

Comments ____

D. PAYROLL

Is payroll required Yes ☐ No ☐

Total number of employees during a year ____________

Total active employees at peak month ____________

Number of pay periods per month ____________

Are sales personnel on commission Yes ☐ No ☐

Is this plan a draw/commission Yes ☐ No ☐

Comments ____

E. GENERAL LEDGER

Is general ledger required Yes ☐ No ☐

Number of entries in chart of accounts ____________

Number of journal entries per month ____________

Comments ____

F. INVENTORY RECAPITULATION

Current average stock turns per year ____________

Current number of physical inventories per year ____________

Physical inventory dates ____________ ____________ ____________ ____________

Comments ____

G. ACCOUNTING PROCEDURES

Retail method of accounting? Yes ☐ No ☐

If no, explain ______________________________

Approach: LIFO ☐ FIFO ☐ other ☐

Calendar: 4-4-5 ☐ 4-5-4 ☐ other ☐ ______________

Fiscal year: Beginning______________ Ending______________

Comments ______________________________

VI. OTHER INFORMATION

Any unique system requirements: ______________________________

____

____

____

____

____

____

____

Any additional pertinent information: ______________________________

____

____

____

____

____

____

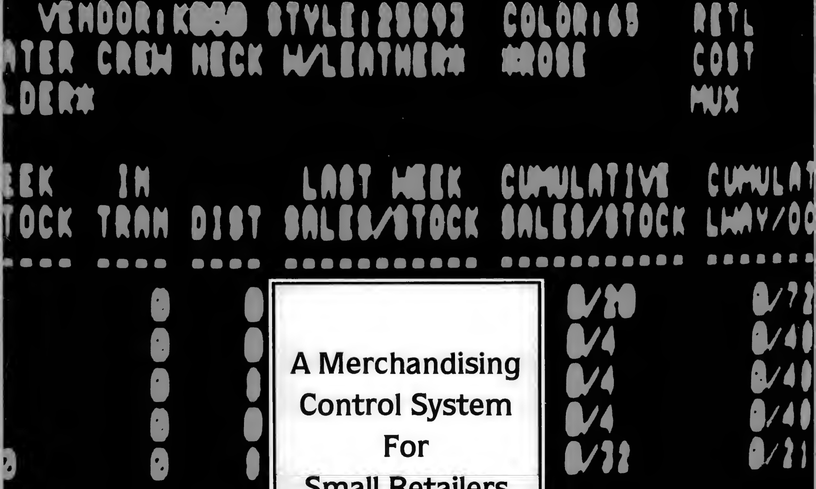
____

____

Information submitted by ______________________________ Date ______________

TITLE ______________________________

The CSI
Automated Retail Merchandising System



```
 VENDOR:K[illegible] STYLE:28093  COLOR:65    RETL
ATER CREW NECK W/LEATHER*  *ROSE          COST
DER*                                      MUX

EK    IN         LAST WEEK  CUMULATIVE  CUMULAT
OCK  TRAN  DIST SALES/STOCK SALES/STOCK LWAY/OO
---- ----  ---- ----------- ----------- -------
      0     0                  0/20      0/72
      0     0                  0/4       0/40
      0     0                  0/4       0/40
      0     0                  0/4       0/40
      0     0                  0/32      0/21
```

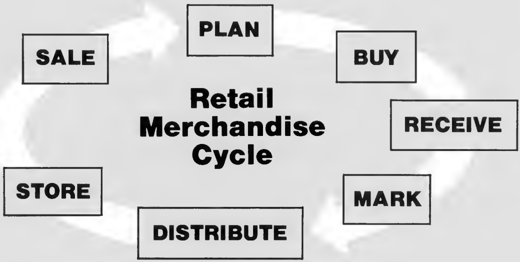
A Merchandising Control System For Small Retailers

CONCEPT SYSTEMS INCORPORATED

1 Franklin Plaza • Suite 650 • Philadelphia, PA 19102 • 215/563-1425

The Concept . . .

An Automated Retail Merchandising System that provides timely, accurate information is essential to profitable retailing in a competitive market place. Concept Systems is offering proven management systems that control all aspects of the merchandise cycle and function equally well in single store or retail chain environments.



The Merchandise Cycle is a chain of interrelated events that require detailed record keeping of numerous transaction volumes. It can be the source of timely, essential operational information, and the insights provided by it can often be the difference between the failure and success of important business decisions.

Consistent success in retailing is a great deal more likely when each step in the merchandising cycle is integrated by an interactive control system that can fulfill daily, routine business functions as well as capture and feed essential information to operating and management personnel in a timely fashion.

Few retailers are able to provide the time, direction, and financial resources to develop and successfully install data processing systems that provide adequate control of every phase of the merchandise cycle. The Automated Retail Merchandising System is such a system, and it is available in a completely supported, turnkey configuration.

Too often control systems are characterized by interrupted work flows and lack of "true" systems integration. Under such systems, the crucial "Open-To-Buy" calculations are frequently based on noncurrent, historical demand; similarly, merchandise can lie unknown in the distribution center while departments or stores are "Out of Stock", and Unit Control Records can be grossly out of balance with financial records due to ticketing errors and other data capture problems.

CSI has spent more than ten years attacking and solving these difficult problems with outstanding results for regional, national, and international clients in both the government and private sectors of our industry. The Automated Retail Merchandising System is the result of this practical, proven experience.

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The System . . .

5 Modules that can stand and function alone or interact for maximum c

The Automated Retail Merchandising System from CSI is a practical solution to the frequent and costly breakdowns in information flow around the merchandise cycle.

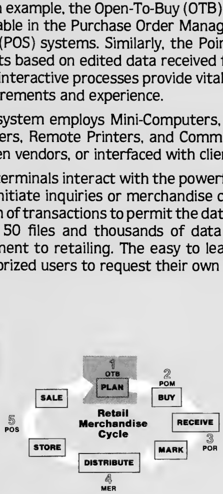
Each independent function module is a self-contained system which when interacting with other modules, becomes a complete service oriented "closed loop system". The integrated nature of the total system assures the user of accurate information flows between individual control processes in the merchandise cycle.

As an example, the Open-To-Buy (OTB) system relies on up to the minute information computed and available in the Purchase Order Management (POM), Merchandise Control (MER), and the Point-Of-Sale (POS) systems. Similarly, the Point-Of-Receipt (POR) system which can optionally print OCRA tickets based on edited data received from the Purchase Order Management (POM) system. These true interactive processes provide vital control where and when you need it based on your particular requirements and experience.

The system employs Mini-Computers, Cathode Ray Tubes (CRT's), Point-Of-Sale Terminals, Ticket Printers, Remote Printers, and Communication Equipment either supplied by CSI from a range of proven vendors, or interfaced with client owned equipment where possible.

The terminals interact with the powerful database and both operating and management personnel can initiate inquiries or merchandise cycle transactions. Terminals are placed close to the point of origin of transactions to permit the database to be updated instantly. The database consists of more than 50 files and thousands of data elements which contain virtually every operating statistic pertinent to retailing. The easy to learn ad hoc reporting language is menu prompted to permit authorized users to request their own reports and information displays in their preferred formats.

1

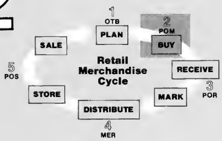


Open-To-Buy (OTB)

Planned Open-To-Buy maintenance is used to create, adjust, and report any planned Open-To-Buy figures by department and merchandise class. These adjustments plus day-to-day activities are recorded and measured against the opening plan.

Various Open-To-Buy reports are available. These include a planned purchases report, an OTB sales history report, an OTB snapshot report, and an OTB status report.

2



Purchase Order Management (POM)

Purchase Order entry is used to enter the buyer's purchases into the system. This basic (bulk) data entry is employed at the point which all primary descriptive data about merchandise is available.

Various POM procedures may be used to cancel, adjust, or expand an existing PO. They are also used to display on the CRT or printer, the current status of any open purchase order.

headquarters. (Yes, we have corporate rates at the new Franklin Plaza Hotel which is the twin tower of our building). Phase Two is the installation of the hardware and software at your premises and includes additional training on site as we bring your company up to live processing. The total training takes several weeks and this is usually spread over two to three months depending entirely upon your priorities.

I'm Nervous Already. How Complicated is This to Manage?

First, remember that this is a turnkey system and we've done all the programming. Your assignment is strictly to operate the system. You are supplied with complete user documentation which is a textbook manual with step-by-step instructions on every routine within the system. The CRT screens themselves are menu driven, meaning a reference screen lists all routines available for your choice. Prompts on screens tell you what data the system wants entered and messages instruct you on the next step in any routine. An entry error produces a message telling you what to do. The system includes security protection for unauthorized access to confidential areas by password protection.

What Happens if I Run into a Problem?

We're as far away as the telephone because each system includes a communication device allowing us to dial into your system and diagnose your problem. We can send a correction down to your system or instruct you as to exactly what to do to correct your problem. This is support and we maintain a "hot line" in Philadelphia for just this purpose.

OK, But I Get Maintenance Too, Don't I?

Yes, both hardware and software maintenance are available. The hardware maintenance is directly with General Automation's national service network insuring local and timely response to any problem. Software maintenance is twofold: system support and system enhancement both will be offered to you at no additional cost, thereby protecting you from any fears of obsolescence while taking advantage of our research and development efforts in the future.

Can I Outgrow the System?

Concept Systems will help you to grow with your system and move you on to whatever upgrades you require in hardware and software. Remember, we've worked in this area and paid our dues over the past ten years —take advantage of our investment!

The Company . . . Concept Systems Incorporated

Founded more than ten years ago, expressly for the purpose of developing Retail Merchandising Systems. CSI has become the leading supplier of specialty Retail Systems to the retail market place.

Unlike many systems offered, CSI Systems are not "Ivory Tower Development Systems". Each system was developed by CSI professionals, shoulder to shoulder with retailers in a work-a-day world environment, and can be demonstrated as complete and functioning according to user requirements in accounts nationally.

- High Fashion & Specialty Stores
- Junior Department Stores
- Discount Centers
- EPOS Polling
- Book Stores
- Retail Auto Parts
- Retail Home Improvements
- Credit Authorization
- Warehouse Receiving/Distribution Centers
- Jewelry Chains
- Outlet Chains
- Military Post Exchanges
- Restaurants/Cafeterias

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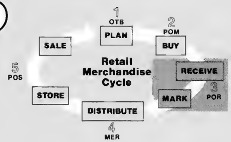
ntrol of the merchandise cycle.

3

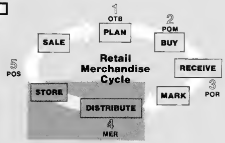


Point-Of-Receipt (POR)

Goods are received and checked at the dock. The goods are unpacked, and the key receiving document (Keyrec) is exploded. In the CRT pool area, the Keyrec data is then entered through the CRT, and the Keyrec is checked against what is on order for that particular purchase order.

The buyer may indicate acceptance (the general case) or may refuse all or part of the shipment while accepting the rest. The substitutions and/or returns are entered via the CRT, and the process continues as if what was received was ordered. The computer will now update the purchase order status.

4



Merchandise Control (MER)

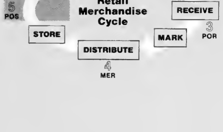
The buyer roughs in the distribution/transfers worksheet (note that the buyer has the records of goods received, the exception reports, and the current on-hand quantities to aid him in planning the distribution). In the merchandising CRT pool area, the distribution is entered either in detail (all distributions) or for automatic distribution, in which case the computer will, given some parameters, distribute the merchandise using a Poisson distribution. If during the distribution an inconsistency is discovered by the computer, it must be resolved. The distribution entry causes the computer to mark the warehouse records to be "in transit" and the store's inventory to "expect" the goods to arrive. The financial records of the system are also adjusted for the merchandise report. The computer prints the distribution list in the merchandising area and prints the merchandise transfer in the warehouse/shipping area.

The merchandise is assembled for shipping by use of the computer generated transfer documents. Transfers between stores and between a store and the warehouse are controlled through the computer. If the merchandise is being recalled for return to the manufacturer, a copy of the transfer document is made.

As merchandise is received at the store, it is unpacked and checked against the transfer documents. If all the merchandise pertaining to a particular document is received as intended, the transfer document is entered into the system. The computer, through the sales analysis routines will identify the transfer number and complete assignment of the associated merchandise to the store's inventory.

Merchandise Control includes all department/class/style/color/size reporting and analysis by store.

5



Sales Entry (POS)

The Sales Entry is accomplished by the CRT or by the POS Vendor's equipment. The processing includes:

- Editing the daily sales data
- Updating the daily sales data
- Production of various audit trial and transaction reports

Questions and Answers . . .

What is the Small System?

The Small System is the new merchandising control system release from Concept Systems Incorporated (CSI). It is designed for the small to medium sized specialty retailer who needs automation to accomplish control and growth. The system includes all required hardware, software, installation training, and documentation. Continuing support and maintenance is available as well. The System is both on-line and integrated.

Who is Concept Systems Incorporated?

CSI is a retail systems company headquartered in Philadelphia with ten years of retail systems development and installation experience nationally. The company has installed a wide range of merchandising and financial control systems, on a wide range of computers, in retail organizations with sales volumes from 10 to 300 million dollars and store locations up to and exceeding 200. Until 1984, we had not addressed companies below $10 million in sales volume!

Why did you Wait so Long?

The CSI charter in 1974 was to take advanced retailing concepts and translate them into automated systems, which explains our name. We naturally went to larger retailers as they had the resource to help in our development efforts. Additionally, we felt the smaller retailer would be less willing to put up with the trial and error of early development work in the mid-70's. Back then, hardware for your environment simply didn't exist. Mini-computers were expensive, complicated to operate, and required a computer room — just the opposite is the case today with the new super micros.

What is a Super Micro?

Our Super Micro is the General Automation ZEBRA™ family. It is the latest technology and includes the revolutionary 32/16 bit Motorola 68000 chip architecture. This places it well above personal computers in power and capability, while matching expensive mini-computer technology at a fraction of the cost. The ZEBRA line includes a range of models with upward mobility to match your business expansion.

So What does the Small System do on the ZEBRA?

The Small System is made up of the core of our larger control systems and includes Open-To-Buy, Purchase Order Management, Purchase Order Receiving, Merchandise Control and Reporting, Sales Entry, Physical Inventory and Merchandise Aging. It includes everything you need to control your merchandise in units and dollars at the style/color/size level by store location. It manages central distribution or drop shipping and both concurrently. The transfer controls, price change controls, and sales/inventory analysis reporting are exactly what you'd expect — complete, logical and easy to use!

Easy for You to Say — How do I Know it Works?

This core system is installed in every single one of our accounts nationally. It is the base that our entire system depends upon and is the result of several hundred thousand man hours of analysis and programming effort over the past ten years. It works, depend on it!

OK, You Have the Merchandise Controls. Is Anything Else Available?

Yes, there are additional applications available which you can purchase initially or as a subsequent phase once you are using the core system. These include Accounts Payable, General Ledger, On-Line Marking, Point-Of-Sale Polling, and On-Line Planning. Accounts Receivable with Credit Authorization and Automatic Stock Replenishment are available as well.

Add, Subtract, Mix and Match — How Does it all Fit Together?

We mentioned the system is on-line and integrated. On-line means that when data is entered into the system, it updates files immediately instead of in a batch process at the end of the week or month. Additionally, the system is integrated internally, meaning data automatically passes from one area to another — place an order, and it affects your Open-To-Buy automatically! These internal passes mean you don't have to enter the same data more than once.

I'm Not Convinced, But How Can I See More?

You are invited to book an appointment at our Center City Philadelphia headquarters for one of our regularly scheduled demonstrations. Additionally, the day will include a visit to one of our small system clients in Philadelphia where you can meet and discuss the system with their management.

Let's Say I want the System. How do you Install it? How Long Does it Take?

The installation and training is in two phases using our headquarters and your premises. Phase One is in-depth system training using the software on the ZEBRA equipment in a formal classroom environment at our

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™General Automation, Inc.

FOOD SERVICE SYSTEM

CONCEPT SYSTEMS INCORPORATED

INSTITUTIONAL SYSTEMS DIVISION

The Concept . . .

Forecasting, Menu Planning, Purchasing, Receiving, Inventory Management, Food Production, Portion Control, Dining Area Access Control, Nutritive Analysis, and the Integral Financial Control of Accounts Payable, General Ledger, Payroll and other Administrative functions are only some of the complex and diverse activities that must be planned, controlled and coordinated to insure a successful auxiliary services organization. Effective planning and control will result in correct and timely purchasing, eliminating waste of expensive food products and labor, consistent quality menu offerings, and the virtual elimination of losses due to unauthorized consumption and spoilage.

CSI INSTITUTIONAL SYSTEMS provide control and documentation in virtually every aspect of the Food Service operation with the timely managerial reporting and financial control required by professional Food Service Managers and Auxiliary Services Directors.

Typical users of the CSI Food Service System include, but are not limited to:

Colleges ● Universities ● Public School Systems ● Health and Welfare Facilities Hospitals ● Nursing Homes ● Military Feeding ● Penal/Correctional Institutions Large Public Restaurants ● Government, Business and Industrial Cafeterias

CSI FOOD SERVICE SYSTEM

The System . . .

The CSI FOOD SERVICE SYSTEM was created in a joint effort of the industry's leading Food Service Professionals and the best computer experts. The result of this unique, but practical teamwork is a complete **food production planning and control system** designed to assist food service management with minimizing food costs and providing significant, real dollar savings while insuring a standard quality of all product offerings. Raw food and prepared products are accounted for from generation of the initial raw food requirement through procurement, receipt, processing, distribution and service. Accountability for all products passing through the food service operation is provided in sales dollars and product consumption. Profit and loss statements can be prepared for each service location and summarized up to the profit center total operation level.

The system is designed for single or multi-location food service operations handling the complexities of prepared product distribution to service locations from central production sites. The system is operated and maintained at the food service locations by food service personnel.

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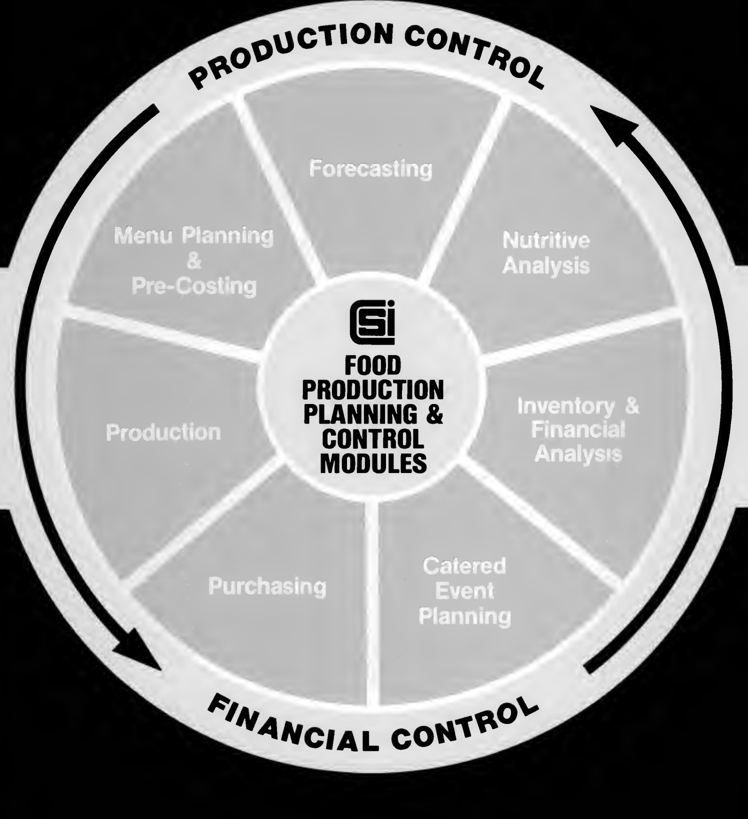
PRODUCTION CONTROL
Forecasting
Nutritive Analysis
Inventory & Financial Analysis
Catered Event Planning
Purchasing
Production
Menu Planning & Pre-Costing
CSi
FOOD PRODUCTION PLANNING & CONTROL MODULES
FINANCIAL CONTROL

THE CSI FOOD SERVICE COMPONENT MODULES

FORECASTING

The forecast module forecasts the number of patrons expected at a meal or meal period based on a historical database of patron counts. The historical forecast is refined by a population adjustment and trend analysis, relating current period actual patron counts to the reference period counts stored in the historical database. The forecast module then applies menu item acceptability to the total patron forecast to predict the number of portions required for all menu items.

MENU PLANNING & PRE-COSTING

The menu planning module determines in advance of service (and purchase if possible) the cost of serving any combination of menu offerings and the resultant gross profit. All cost computations are made on latest purchase price or replacement price using any recipe specified. The menu planning module also provides menu costing only for the non-cash, board type environments.

A menu item cost summary report is provided to aid in making menu revisions when necessary. The summary details every item offered in the food service operation; its current product cost, gross profit and variance from gross profit objective.

PRODUCTION

The production module batches all recipes required to produce a weeks menus to the exact number of portions required. All production requirements are summarized by production department and a requisition is printed detailing the amounts of raw food products to withdraw from the storeroom.

Recipes prepared internally by commissary operation production departments and similar recipes from individual locations are combined and printed on the scheduled day and meal of production. Prepared product transfer documents are provided to distribute centrally prepared products to the serving sites.

PURCHASING

The purchase module calculates amounts to order by vendor based on exact menu needs, par stock requirements and individual vendor delivery schedules. Warehouse or central commissary amounts to order are calculated based on vendor lead times, physical inventory level, open orders, menu needs from individual locations and minimum par levels.

An interface to Purchase Order Management or Warehouse Management (perpetual inventory) modules is available upon request.

CATERED EVENT PLANNING

The catered event module is used for scheduling special functions not contained within the regular menu offering. The customer, date, menu, number of patrons and price are entered into the system. The catered event module costs the menu at last or replacement purchase prices and calculates and stores the amount of raw food required to produce the menu for the number of customers specified. Raw food amounts required are used by the purchase and accountability modules. The catered event requirement is stored for the production module, so production documents can be produced on the day of the event.

INVENTORY & FINANCIAL ANALYSIS

This module calculates and prints the actual use of every inventory item, deviation from planned use (or shrinkage), the physical ending inventory reported and the extended value of ending inventory. Also shown are significant price changes. Value of ending inventory is summarized by food cost category. Inventory control also prints an inventory count sheet to record the next periods ending inventory and deliveries.

An additional module can be provided upon request to provide comparison of Electronic Point-of-Sale (EPOS) information to actual kitchen production and variance reporting by item.

NUTRITIVE ANALYSIS

The nutritive analysis module computes the nutritive value of any single menu item offering and can also produce an evaluation of an existing or planned combination of menu item offerings against RDA nutritional standards.

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One Franklin Plaza • Suite 650 • Philadelphia, Pennsylvania 19102 • 215/563-1425

Our Clients tell us that CSI knows more about Retail Merchandising Systems than IBM, NCR, Burroughs, and all others combined.

Who are we to argue?

Our Automated Retail Merchandising System, A.R.M.S., has become the single most widely accepted and installed system in the marketplace, because it works.

The fact that it works is no accident.

Our Systems Engineers worked (and struggled) side by side with leading retailers to develop this widely accepted system. The resulting product is one that combines the experience of successful retailers with the advantages of on-line, interactive data processing controls.

A.R.M.S. works in every area of the retail merchandising business cycle and each stand-alone module can be independent or interrelated. Built-in flexibility allows each Client to decide which is best for his own, specific operation.

Lack
of Information
Should Not Be
An Excuse For
Poor
Performance

CONCEPT SYSTEMS INCORPORATED

Send for Brochure

A.R.M.S. has been successfully installed and supported in a broad range of retail establishments that include: **High Fasion and Specialty Stores, Junior Department Stores, Shoe Outlets, Discount Centers, Jewelry Chains, Retail Auto Parts Outlets, Book Stores, and Military Post Exchanges, among others.**

So, if you need greater control and flexibility in your store, or chain, to cope with the fast paced and ever-changing Retail Marketplace, call 215/563-1425.

Learn how our system can help your system.

You'll be glad you did.

Reprinted from STORES, January 1982

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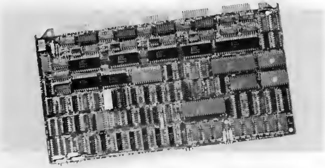
ONE FRANKLIN PLAZA • SUITE 650 • PHILADELPHIA, PENNSYLVANIA 19102

PHILADELPHIA, PENNSYLVANIA • CHICAGO, ILLINOIS • NEWPORT BEACH, CALIFORNIA • TAMPA, FLORIDA

Processor



The CSI Network Controller is based on an Intel 8085 microprocessor. All the logic necessary to initiate communication, perform communication handshaking, data transmission and reception, error checking, and protocol conversion are programmed into the unit.

The processor board consists of:

- 3 MHz Intel 8085A Microprocessor
- 16K Random Access Memory (RAM)
- BK-16K Erasable Programmable Read Only Memory (EPROM)
- 4 — Serial Input/Output Ports
- 1 — Parallel Input/Output Port
- 6 — Programmable Counter/Timers

The EPROM is made up of two or four 2732A EPROMs, and contains the Real-Time Communications Operating System, Device Drivers, Protocol Handlers, and Buffer Handlers. The 16K RAM is used for I/O buffers, work areas, stack area, and a shared communication area for use with other boards and devices on the multibus.

The bulk of communications processing is off-loaded to the board to reduce system degradation.

Communication

The IMC supports the implementation of IBM 2780/3780 Binary Synchronous Communications Protocol as defined in IBM document GA 27-3004. The actual capabilities of the IMC significantly exceed the standard, but conform to it.

The protocol supports such features as data compression, transparency mode, and CRC checking.

The IMC acts as the host or the slave (terminal) device, depending upon whether it initiates or responds to a communications transmission. It can be cabled directly to another IMC (which may be housed in the same chassis), or to a modem, or both concurrently. The modem may be connected to the public switched network or to a leased line. If the modem is connected to the switched network, it may be an auto-originate or auto-answer, or both. It may operate at 300, 1200, 2400, 4800, 9600, and 19200 baud.

Software

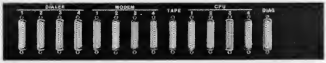
The total communications activity is transparent to the Pick Operating System™, and looks to the system to be an interactive terminal. The IMC hardware performs all network protocol handling, data buffering, and data integrity checking, isolating this function from, and requiring little processing resource from, the Pick-based system.

The facilities of the IMC are available to the user directly from TCL, through Pick Basic, and through Proc. The IMC commands available via TCL are very similar to "normal" TCL commands in format and usage. The IMC commands may be executed directly from the terminal or via a Proc. The commands accept item-lists in the same manner as TCL does: either as a specific item-list, a generalized "*" (meaning all items), or from a select-list. The interface to Pick Basic is through a subroutine call, which initiates the communications link and data transfer.

The CSI Inter-Machine Communications (IMC) product provides a network communications capability to Pick Operating System based computer systems. The implementation consists of hardware, systems software and generalized applications software. It is designed to be easily installed, highly reliable, extremely flexible, and very easy to understand and use. The communications link may be:

- Local and directly cabled
- Remote, and auto-dialed through the public switched network (or manual dial)
- Remote, and auto-answered from the public switched network (or manual answer), and/or
- Remote, and online via a dedicated line

Installation



The IMC is enclosed in a RETMA standard chassis and contains the power supply and all necessary processing elements. Installation requires that the unit be plugged into 110 VAC, 15 amp outlet, attached to the host CPU, to a modem, and when required, to an auto-dialer. Turning power on resets and initializes the IMC's firmware.

The IMC requires a dedicated port on the host computer for each Network Controller, set to run at up to 19200 baud. A standard RS232, 25 pin connector cable is provided.

Operation

Operation of the CSI IMC is simple. Three front panel switches are provided to control power, interrupt, and reset. The unit should be left on continuously unless it is expected that it will not be in use for several days or more. The reset switch may be used at any time to initialize the unit and establish proper interfacing.

For More Information

Concept Systems, Inc. has qualified representatives throughout the world. To find out more about the CSI IMC, call or write:

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™Pick Systems, Inc.

IMC Inter-Machine Communications

Local and Remote Networking for all Pick-Based Machines

- Pick-to-Pick, and Pick-to-Nonpick
- Insures No Data Loss
- I/O Buffering
- Auto-dial Mode
- Built-in Diagnostics
- Connects to RS232C Ports
- Uses Standard Bisync Protocol
- Point-to-Point and/or Multi-Drop

IMC is a Hardware/Systems Software/High Level Application Software Product that provides powerful, high-speed Inter-Machine Communications between any Pick-based machines (eg. Microdata to Microdata, Microdata to Ultimate, ADDS to CDI, etc.), between any Pick-based and IBM-Compatible machines (eg. 2780/3780 bisync protocol), and between Pick-based machines and local or remote intelligent terminals (eg. Point-of-Sale Devices). The user is provided with TCL commands to access data from or provide data to any machine in the network. The user may also use IMC via Proc and directly from Basic programs. Internetwork security is provided. Machines may be concurrently connected:

- Locally (up to 1000')
- Remotely, through leased lines
- Remotely, through switched lines (dial-up)

A single command can send an item, list of items, or all items in a file to (or receive from) any other machine or group of machines in the network. Support for down-loading of software in object/abs form is provided. Note: All communications handshaking, protocol, buffering, error checking and retransmission, and data compression is handled in the IMC hardware, and requires very little Pick-machine resource. Therefore, degradation is minimal.

Installation is very simple, and will not adversely affect any maintenance contracts. All that is needed is a single port on each machine in the network. The user is responsible for providing lines and modems for remote connections; cabling is provided for local connections.

This very powerful, flexible and easy to use product is designed for the Pick Operating System environment.

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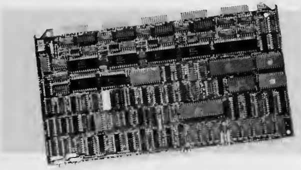
Processor



The CSI polling interface is based on an Intel 8085 microprocessor. All the logic necessary to initiate communication, perform communication handshaking, data transmission and reception, and protocol conversion are programmed into the unit.

The processor board consists of:

- Intel 8085A Microprocessor
- 16K Random Access Memory (RAM)
- 8K Erasable Programmable Read Only Memory (EPROM)
- 4 — Serial Input/Output Ports
- 1 — Parallel Input/Output Port
- 6 — Programmable Counter/Timers

The 8K EPROM is made up of two 2732A EPROMs. EPROM 0 contains all the fundamental functions common to all Pollers; i.e. I/O routines, device drivers, timer routines and initializing routines. EPROM 1 contains those functions which have been modified to accommodate a particular application; i.e. polling routines, protocol conversion, and data reformating.

The 16K RAM is used for I/O buffers, work areas, stack area, and a shared communication area for use with other boards and devices on the multibus.

Communication

Poller to terminal communication can be performed either asynchronously at 300-1800 baud or bisynchronously at 2400-4800 baud using ASCII encoded character transmission. Protocol conversions are 2780/3780 to ASCII and Async ACK/NAK to ASCII. Communication is at half duplex, point-to-point, over a two or four wire based voice grade telephone line, or over a common carrier switched telephone network. Connection can be made via a Bell 202S Modem or equivalent. When utilizing the Auto-dial feature a Bell 801 ACU or its equivalent needs to be installed.

Code Structure

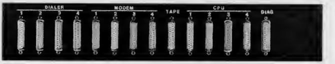
The data encoding structure for the CSI Poller is the seven bit USASCII Interchange code, providing for 128 different character combinations. Each seven bit character is surrounded by one start and one stop bit. Even parity is specified and data is transmitted low order bit first onto the line. Seven control characters (not having bit 6 or bit 7) are used for data link control.

Software

The software for the CSI Poller is developed in stages. The logic necessary to provide common functions has been programmed into all units. The interfacing software which will accommodate requirements specific to a customer's application is custom designed and coordinated with particular transaction procedures as well as with management and sales audit protocols.

The Poller software is constructed in three layers: Main Control, I/O Control, and Device Drivers. The Main Control layer is the highest layer and consists of command decoding, polling, protocol conversion, and data reformating routines. The I/O Control layer is the logical connection between the Main Control layer and the hardware. The Device Driver layer contains routines which are hardware dependent, and which directly control the LSI devices (8251A serial I/O chip, the 8253A counter/timer chip, etc.) being used.

Installation



The CSI Poller is enclosed in a RETMA standard chasis and contains the power supply and all necessary processing elements. Installation requires that the unit be plugged into 110 VAC, 15 amp outlet, attached to the host CPU, to a Modem, and when required, to an auto-dialer. Turning power on resets and initializes the Poller's firmware.

The Poller requires a dedicated port on the host computer for each communication line, set to run at 9600 baud. A standard RS232, 25 pin connector cable can be used. In addition to the connector cable sockets appropriately marked CPU, MODEM, and ACU, sockets for a cassette tape reader (TAPE), and Diagnostic Monitor (DIAG) are also provided on the rear panel of the Poller.

Operation

Operation of the CSI Poller is basically simple. Three front panel switches are provided to control power, interrupt, and reset. The unit should be left on continuously unless it is expected that it will not be in use for several days or more. The reset switch may be used at any time to restart the unit in the event of a suspected malfunction or hang up.

For More Information

Concept Systems, Inc. has qualified representatives throughout the world. To find out more about the CSI Poller, the CSI Automated Retail Merchandising System, and to have a CSI Representative contact you, call or write:

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The CSI Poller

Polls up to four Async or Bisync network terminals concurrently.

- Insures no Data Loss
- I/O Buffering
- Auto-dial Mode
- Built-in Diagnostics
- Connects to RS232C Ports
- Off-line Data Collection

The CSI Poller is a microprocessor based polling interface for Electronic Cash Registers, Access Control Devices and other remote on-line electronic equipment. It will auto-dial and concurrently poll up to four async and/or bisync terminals, buffer the data, pass the data to a RS232C async port at any standard baud rate and perform a complete error check (with retransmit) on all data.

Primarily designed as the POS module interface for the CSI Automated Retail Merchandising System, the unit is compatible with virtually every predominant mini-computer on the market including those manufactured by DEC, Data General, IBM, Prime, Hewlett Packard, Microdata, and Honeywell.

The Poller operates under control of the host mini-computer utilizing very simple and direct command language. The CPU prompts for and receives data as though it were communicating with an operator on any standard TTY terminal. The Poller fully handles the handshake protocol, message assembly and the buffering of the polled data.

The CSI Poller insures no data loss. Each character transmitted to the host is echoed back to the Poller and checked for validity, assuring accurate transmission of data. Provision is also made for line loss, retransmit, and automatic redial. An optional cassette reader is available for off-line data collection from NCR format cassettes.

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GOUDCHAUX FISHER'S BIG WHEEL BASKIN

BENO'S PETRIE STORES/G & G SHOPS FREESES

EDGAR'S

HART
SCHAFFNER
& MARX

OUTLET

A WIDE CROSS SECTION OF RETAIL EXECUTIVES HAVE COME TO THE SAME CONCLUSION ABOUT THEIR SYSTEMS REQUIREMENTS.

EDWARDS

HUGHES
&
HATCHER

CREED'S

WILLIAM CARTER COMPANY DREIFUS JEWELERS

RHEINAUERS TAYLOR'S OF MONTREAL ALMY STORES

ENGLAND BROTHERS SHIFRIN WILLENS DUNHAM'S

16 PLUS FAMOUS MAID BOSTON STORE RITZ

JACOB REEDS SONS U.S. NAVY POST EXCHANGE

FLEENOR'S AUTOMOTIVE HESS SHOE COMPANY

UNITED

SATLER'S

CSi

CONCEPT SYSTEMS INCORPORATED

DENBY'S

THE FAIR

GOUDCHAUX FISHER'S BIG WHEEL BASKIN

BENO'S PETRIE STORES/G & G SHOPS FREESES

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16 PLUS FAMOUS MAID BOSTON STORE RITZ

JACOB REEDS SONS U.S. NAVY POST EXCHANGE

FLEENOR'S AUTOMOTIVE HESS SHOE COMPANY

UNITED

SATLER'S

CSI

CONCEPT SYSTEMS INCORPORATED

DENBY'S

THE FAIR

A Datapro Report on

CONCEPT SYSTEMS, INC.
CSI FOOD SERVICE SYSTEM

Reprinted From

DATAPRO REPORTS ON RETAIL AUTOMATION

DATAPRO REPORTS ON RETAIL AUTOMATION is a unique management-oriented information service designed to fill the special information needs of the retail industry. New and updated reports are published bi-monthly. All opinions and evaluations contained in these reports are independent and objective, and represent the proprietary work of Datapro Research Corporation.

datapro

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Palo Alto, CA (415) 467-6007 Phoenix, AZ (602) 263-7831 Washington, DC (301) 933-4020 Chicago, IL (312) 644-2000 Dallas, TX (214) 980-4525
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Concept Systems, Inc.
CSI Food Service System

Concept Systems, Incorporated

One Franklin Plaza
Suite 650
Philadelphia, Pennsylvania 19102
(215) 563-1425

The CSI Food Service System is a fully integrated in-house turnkey system which provides the production control, financial control, and managerial reporting requirements of a single or multiple location food service operation.

Concept Systems, Inc. is a privately held company that was established in 1976. The company specializes in turnkey, minicomputer-based retail and food service systems. Concept Systems currently markets the Automated Retail Merchandising System (see report R71-241-101), the Access Control System, and the CSI Food Service System, which is the subject of this report.

The CSI Food Service System is a fully integrated in-house turnkey system which provides the food service manager with forecasting capabilities; menu planning and cost analysis; purchasing, receiving, and inventory management; food production control; and the integral financial control of accounts payable, general ledger, and payroll. The system is designed to run in an on-line, minicomputer-based environment which allows immediate file updates and instantaneous data inquiry.

The system can be utilized in any large food service operation and can accommodate multiple location operations including product distribution from a central production site to individual service locations. The systems are currently installed in universities, hospitals, and other large feeding operations throughout the country.

The CSI Food Service is a data base management system that requires four main files—a customer history file, a menu file, a recipe file, and an inventory file. The major functions of the system are described below.

- Forecasting—forecasts the number of patrons expected at a meal, or during a meal period, based on a historical data base and a current period actual patron count. The module then applies menu item acceptability to the patron forecast to predict the number of portions required for each menu item.

- Menu Planning and Pre-Costing—determines in advance of service the cost of serving any combination of menu items and the resultant gross profit. Cost computations are based on either the most recent cost or on the current cost utilizing any user specified recipe. A report is generated which provides direct cost, gross profit, and the variance from the gross profit objective for each menu offering. This report enables the manager to make menu revisions when necessary. Upon manager approval, the menu offerings are input to the production applications.

- Production—computes the amounts of raw food products required to produce the menu offerings for a specified meal period and provides a report which summarizes those products by production department. The module also provides for the generation of hard copy requisitions necessary to withdraw raw food products from the storeroom and updates the inventory file appropriately.

  In multiple location food service operations, the production module can identify those menu offerings scheduled for production concurrently at the central production site and at individual service locations. Common menu offerings can optionally be scheduled for production at the central site and distributed to the individual service locations.

- Purchasing—calculates the raw food product amounts to order, by vendor, based on exact menu requirements, minimum stock requirements, and individual vendor delivery schedules. In a multiple location environment, central warehouse or central production site raw food requirements are calculated based on vendor lead times, physical and minimum inventory levels, and menu requirements of individual service locations.

- Catered Event Planning—plans and schedules special functions. The customer, date, number of patrons, menu, and the preset menu price are entered into the system. A cost analysis is performed based on either the most recent cost or the current cost. The raw food product requirements are calculated and input to the purchase and inventory modules. All requirements for the catered event are maintained in system memory for subsequent input to the production module on the scheduled day of the event.

- Inventory and Financial Analysis—provides product usage reports which detail the actual usage of each inventory item, the inventory shrinkage by item, the physical ending inventory, the extended value of ending inventory, and significant price changes. An inventory count sheet is also produced to record the next period's ending inventory and deliveries.

- Nutritive Analysis—computes the nutritive value of any single menu offering. A nutritive analysis of a combination of menu offerings against RDA standards can also be provided.

An optional interface to Purchase Order Management or Warehouse Management (perpetual inventory) is also available. In addition, a module can be provided to handle remote or on-line polling of point-of-sale terminals.

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Concept Systems, Inc.
CSI Food Service System

▷ The CSI Food Service System also provides for data base maintenance and miscellaneous utility routines to keep files current and operative. The system is designed to provide management information instantaneously through CRT displays and/or hard-copy printouts.

Hardware and Pricing

As a complete turnkey system, the CSI Food Service System includes all of the hardware components necessary to operate the system. These are provided by the vendor, but are the products of other manufacturers and may be subject to some degree of alteration or substitution. CSI will optionally provide an automatic auto-dialing polling processor, and it will commit to interfacing its polling unit with electronic POS terminals of vendors such as Data Terminal Systems, IBM, ICL, NCR, and TRW. The central processors on which the software runs include the Honeywell Level 6, Microdata Reality and SEQUEL, the DEC LSI/11 based U2000 and the IBM Series/1 based CDI/1000.

Prices are highly dependent on the configuration required and are therefore not amenable to the publication of a structured price list. A system can be purchased outright or on a lease/purchase arrangement, and maintenance is available through Concept Systems.☐

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Retail Volumes Questionaire

The data requested here is used to develop the preliminary Automated Retail Merchandising System configuration. Please answer each question as it is presented. This data is critical to configuring file requirements and processing work load — it must be as accurate as possible. All information submitted is strictly confidential.

Joseph R. Ingersoll
Vice President — Marketing

Company: ____________________ Trading As: ____________________ Number of Stores: ____
Address: ____________________ ____________________ ____
____________________ ____________________ ____
Telephone: (   ) __________ Telex: ____________________ Quip: ______________
Project Manager: ______________________________ Title: ______________
______________________________ Title: ______________
Consultant: ____________________ Firm: ____________________ Telephone: (   ) __

CONCEPT SYSTEMS INCORPORATED
One Franklin Plaza - Suite 650, Philadelphia, PA 19102 215-563-1425

I. OVERVIEW

Please write a short definitive paragraph on your company and your requirements on this page (a sample page is included as a guide to the information needed).

Company Description: ______________________________

____

____

Objectives: ______________________________

____

____

Priorities: ______________________________

____

____

A. ______________ Reason ______________________________
B. ______________ Reason ______________________________
C. ______________ Reason ______________________________

Existing Controls: ______________________________

____

____

____

Timetable: ______________________________

____

____

____

Comments/questions: ______________________________

____

____

____

II. KEY STATISTICS:

Number of stores currently in company ________________

Anticipated number of stores two years in future ________________

Anticipated number of stores five years in future ________________

Number of square feet per average store ________________

Stores are geographically located in how many states ________________

The furthest store is approximately how many miles from headquarters ________________

The company employs: ☐ Centralized receiving and distribution

☐ Receive direct (drop ship)

If both, ________% of orders are received at the warehouse or distribution center

________% of orders are drop shipped to the stores

Describe the location, size and responsibility of each centralized receiving and distribution facility.

Location	Size	Responsibility
________	________ Square Feet	________________________________
________	________ Square Feet	________________________________
________	________ Square Feet	________________________________

Comment____

Total retail dollar sales volume last year ________________

Total unit sales volume last year ________________

Average number of departments per store ________________

Average number of classifications per store ________________

Comment____

III. PURCHASE ORDER MANAGEMENT, RECEIVING, DISTRIBUTION AND MERCHANDISE CONTROL

Purchase Orders are initiated by: ☐ Headquarters buyers __________%
☐ Store management ____________%

Headquarters purchase orders are:
(1) pre-distributed by store and shipped to central distribution center Yes ______% No ______
(2) pre-distributed by store and shipped direct to stores Yes ______% No ______
(3) post-distributed after receipt at distribution center Yes ______% No ______

Is there currently a short SKU numbering system? ☐ Yes ☐ No
Please provide sample ticket and explanation of data on ticket ____________________________
____

What % of merchandise is considered basic and reoderable? ________%
Are basics reordered from a central or pooled stock? ☐ Yes ☐ No
How many basic items? ____________
Will inventory control be by style ☐ by color ☐ by size ☐
Average number of individual active styles per merchandise selling season __________
Average number of colors per style (usually 3-7) __________
Average number of sizes per color-style (usually 3-8) __________
Each style is distributed to an average of how many stores __________
Average number of open purchase orders per style (usually 1-3) __________
Average number of styles received per day (peak) __________
Average number of key RECS provided per day (peak), if used __________
Each purchase order is received in an average of how many segments __________
Total estimated open purchase orders at any time __________
Number of units marked per day (peak) __________
Number of styles distributed per day (peak) __________
Number of cartons distributed per day (peak) __________
Distribution center turnaround time in hours Current __________ Planned ___________
Total number of vendors active in a given year ___________
Total number of factors active in a given year ___________

Total number of style price changes per month (peak) __________

Total number of style transfers per month (peak) __________

Total number of style returns to vendor per month (peak) __________

Number of seasons in a given year (usually 2-4) __________

Number of history periods to be tracked (usually 12-15) __________

Marking equipment:	Quantity	Manufacturer	Model
	__________	________________	__________
	__________	________________	__________

Tag and label printing is: at the distribution center ☐ percentage ________%

at the stores ☐ percentage ________%

Media utilized on tags and labels:

Man readable ☐ __________% Bar code ☐ __________%

Magnetics ☐ __________% Print Punch ☐ __________%

OCR ☐ __________% Other ☐ __________%

Media company plans to use in future ____

Currently receiving on:

Key rec __________

Purchase order __________

Receiver document __________

Vendor invoice __________

Vendor packing list __________

Other __________

Number of tags/labels utilized in a given year __________

Any vendor pre-mark arrangement Yes ☐ No ☐ percentage of total units ________%

Comments: ____

IV. POINT OF SALE DATA CAPTURE

Point of sale data capture and processing required? Yes ☐ No ☐

Credit authorization required? Yes ☐ No ☐

Price look-up required? Yes ☐ No ☐

Current electronic cash registers employed:

Quantity ________ Manufacturer ____________________ Model ________

________ ____________________ ________

________ ____________________ ________

Current method of sales data retrieved and transmission to headquarters ______________

____

____

____

Number of POS customer transactions per day all stores combined (peak) ________

Average number of styles per transaction ________

Number of class level transactions per day (peak) ________

Number of point of sale terminals (registers) per average store ________

Automated scanning devices on terminals Yes ☐ No ☐

If yes, manufacturer ____________________ Device ____________________

If new equipment on order or under consideration:

What manufacturer ________________ Model __________ Quantity ________

________________ __________ ________

Comments ____

V. FINANCIALS

A. OPEN TO BUY maintained:

by department	Yes ☐	Units ☐	$ ☐
by class	Yes ☐	Units ☐	$ ☐
by department and store	Yes ☐	Units ☐	$ ☐
by class and store	Yes ☐	Units ☐	$ ☐

B. ACCOUNTS PAYABLE

Is automated accounts payable required? Yes ☐ No ☐

Number of merchandise payable invoices per month ________

Number of expense payable invoices per month ________

Average number of checks per month ________

Comments ____

C. ACCOUNTS RECEIVABLE

Is accounts receivable required? Yes ☐ No ☐

Number of total customers ____________

Number of active customers ____________

Current number of billing cycles per month ____________

What percent of sales transactions are internal charge? ____________

Is payment processing to be: in house ☐ external ☐

Comments ____

D. PAYROLL

Is payroll required Yes ☐ No☐

Total number of employees during a year ____________

Total active employees at peak month ____________

Number of pay periods per month ____________

Are sales personnel on commission Yes ☐ No ☐

Is this plan a draw/commission Yes ☐ No ☐

Comments ____

E. GENERAL LEDGER

Is general ledger required Yes ☐ No ☐

Number of entries in chart of accounts ____________

Number of journal entries per month ____________

Comments ____

F. INVENTORY RECAPITULATION

Current average stock turns per year ____________

Current number of physical inventories per year ____________

Physical inventory dates ____________ ____________ ____________ ____________

Comments ____

G. ACCOUNTING PROCEDURES

Retail method of accounting? Yes ☐ No ☐

If no, explain ______________________________

Approach: LIFO ☐ FIFO ☐ other ☐

Calendar: 4-4-5 ☐ 4-5-4 ☐ other ☐ ____________

Fiscal year: Beginning____________ Ending____________

Comments ______________________________

VI. OTHER INFORMATION

Any unique system requirements: ______________________________

Any additional pertinent information: ______________________________

Information submitted by ____________________ Date ____________

TITLE ____________________